

II. Expansion of AAUW Florida Major Goals: Objectives, Responsibility, Timeline, Measurement

Goal	Objective	Responsibility	Timeline	Measurement
A1.1 Support for Tech Trek	A1.1.1 Budget an appropriate amount annually for direct contribution to Tech Trek.	State Board of Directors	annual	Annual expenditures report
	A1.1.2 Locate additional volunteers, assist with summer camp programming.	State Board of Directors		Documentation of additional volunteers recruited.
	A1.1.3 Link information about Tech Trek on the AAUW Florida	Communication	Done, ongoing	Website, social media channels.
A2.1 Work Smart	A2.1.1 Promote Work Smart to community organizations by explaining the importance of WES to community's fiscal outlook.	WES Committee		
	A2.1.2 Involve branch presidents in discussion of how to collaborate with schools and community groups to take Work Smart.	President	By October 2021	
	A2.1.3 Offer award for branches where at least 25% of active members have taken Work Smart	Board	annually	Award given at annual meeting
A2.2 Inform on Women's economic security (WES)	A2.2.1 Share WES research with organizations, leaders and legislators at state level	Public Policy, board	Done, ongoing	Annual log
	A2.2.2 Raise awareness of WES issues on social media	Communication		Social media inventory
A3.1 Develop leadership among members	A3.1.1 Monthly Zoom meetings with branch presidents	President	Monthly	Attendance >=80% by end of year
	A3.1.3 Coordinate Lobby Days activities whether in person or virtual	Public Policy	annual	Attendance >= 10
A3.2 Promote leadership via Tech Trek	A3.2.1 Share videos of Tech Trek's STEM women leaders on our Vimeo channel	Tech Trek Coordinator, President	When permissions secured	Viewing stats on Vimeo
A3.3 Lobby Days	A3.3.1 Develop legislative agenda identifying measures that will help women achieve leadership in the workplace	Public Policy Committee	January 2022	Legislative agenda disseminated to members
	A3.3.2 Recruit participants to lobby Florida legislature during session	Public Policy, branch presidents	annual	Attendance >= 10
A4.1 Promote membership	A4.1.1 Hold monthly webinars/meetings for membership officers	Membership	monthly	Minutes will document participation
	A4.1.2 Prepare and implement plan to recruit state members in areas without a branch	Membership, Program, Bylaws, Board	By Annual Meeting 2022	Rollout successful
	A4.1.3 Work with Communication Committee to remind members to renew	Membership, Communication	annual	Record of Constant Contact sent
	A4.1.4 Increase members' knowledge of National AAUW activities and resources by promoting video	President, Development, Communication, Program, Membership	By January 2022	Posted on Vimeo, promoted via Constant Contact

	A4.1.5 Update dues chart to reflect National increased dues and disseminate to branches	Membership, Communications	By September 2021 and again by March 2022	Completion
A4.2 State board succession plan	A4.2.1 See that every elected officer has a committee and meets with them	President	By November 2020 September 2021	Names of committee members published on website
	A4.2.2 Complete national Succession Plan Template	President, Board	By April-2022	Completion and star received
A4.3 State Policies Review	A4.3.1 Develop and implement plan to review state policies and update as necessary	Policies Chair, Board	By April 2022	Completion
B1.1 Branches: education equity in communities	B1.1.1 Promote AAUW national webinars on educational equity topics such as Title IX	President, Communications	Ongoing	monthly Constant Contact update
	B1.1.2 Speakers' Bureau speakers on Title IX	Program	By November 2021	List available on website
	B1.1.3 Provide branches with information from federal databases on the percentage of women in leadership at institutions of higher learning in their communities	President	By October 2021	Information sent to branch presidents
B2.1 Improve WES information quality, focus and delivery	B2.1.1 Include information on WES in branch public policy officer briefings	Public Policy,		
	B2.1.2 Promote Florida research reports and infographics available on website and the WES video on Vimeo	Communication, web manager	done	Website
	B2.1.3 Share stories of branch efforts in dissemination of materials via website and monthly Constant Contact update	Public Policy, Communication	ongoing	Website and CC archive
B3.1 Model for branches to assess the state of women's leadership	B3.1.1 Survey branches to find out if there are agencies doing this already in their communities	President Elect, President	September 2021	Results provided to board
	B3.1.2 Use results of survey and other sources to develop model	President Elect	By December 2021	Model disseminated to branches
	B3.1.3 Monitor progress and results of participating branches	President Elect	ongoing	EOY report
B4.1 Help branches increase membership	B4.1.1 Cultivate creativity in branch organization, meetings, and member recruitment	Membership	Monthly Zoom calls	Completion
	B4.1.2 Work with branches to update/set up websites and/or Facebook pages	Communication	ongoing	Every branch with >10 members has a web presence by April 2022
	B4.1.3 Develop mentoring opportunities for branches with student interns. Research an internship opportunity with a university/branch.	Membership	Spring 2022	
B4.2 Share ideas for branch fundraising	B4.2.1 Fundraising ideas shared and promoted through a page on the AAUW Florida website, in the newsletter, and the Vimeo channel	Development, Communication	Ongoing; presently page is populated and current	Completion and promotion of page, ideas appeared in newsletter
C1.1 Develop online media sites at state and branch level	C1.1.1 Help branches develop and improve websites and/or Facebook pages and offer social media training and coaching	Communication	See B4.1	
	C1.1.2 Public Vimeo site for dissemination of videos:	President, Communication		Viewing stats show usage

	https://vimeo.com/aaufwflorida			
C2.1 promote equal pay days	C2.1.1 Survey branches for ideas for Equal Pay Day activities	President (Fall Survey)	Fall 2021	
	C2.1.2 Challenge branches to feature Equal Pay events and benchmark in order to increase branch participation.	WES Committee, Program	Spring 2022	
C3.1 Guidance for branches to recognize community women leaders	C3.1.1 Work with committee and research models	President, President Elect	Fall 2021	
	C3.1.2 Publish guidelines on website	Communications	By January 2021	Appearance on website
C3.2 Promote sharing of branch collaborations	C3.2.1 Promote the 2021 Branch Successes video during counterpart calls.	President Elect (on President calls)	Fall 2021	Vimeo viewing stats show new views
D1.1 Collaborate with organizations promoting equity in education.	D1.1.1 Assemble a list of state organizations with which we could collaborate, with contact information for officers.	Public Policy, President		Create online google working document since information is constantly updated.
D2.1 Collaborate with organizations promoting WES	D2.1.2 Collect and share information on agencies promoting beneficial career choices for women	Public Policy, President	2021-22	List to be prepared by April Convention.
D3.1 Information exchange w/FCSW	D3.1.1 Monitor activities of Florida Commission on the Status of Women and take advantage of opportunities to collaborate with them	President, Program	ongoing	Attendance at annual LEAD summit and have presence on program
E3.1 Recognition programs for branch contributions	E3.1.1 AAUW national (Named Gifts)	Development	annual	Awards given at annual meetings.
E4.1 Review and approve budget from a mission perspective.	E4.1.1 Budget process will start with a review of the mission and accomplishments for the year.	President, Board	Annual--spring	Minutes of board meeting